

CALIFORNIA CHILDREN & FAMILIES COMMISSION

**Thursday, January 18, 2001
Orange County
Hall of Administration
Planning Commission Meeting Room
10 Civic Center Plaza
Santa Ana, CA 92701
(714) 834-2345**

I. Call to Order.

The meeting was called to order by Chair Reiner at 9:05 a.m.

II. Roll Call.

Present were Commissioners Kim Belshe, Sandra Gutierrez, Susan Lacey, Louis Vismara, Ed Melia, Karen Hill-Scott.

III. Welcome by Orange County Children & Families Commission.

Mike Ruane offered welcoming remarks to the commission.

IV. Approval of Minutes, December 14, 2000 State Commission Meeting.

MOTION: Commissioner Lacey moved, seconded by Commissioner Gutierrez to approve the December 14, 2000 minutes. The motion passed unanimously.

Commissioner Belshe directed staff to change the second sentence in Section 8 of the minutes to more accurately reflect the purpose of the survey being presented in that section.

Jane Henderson provided updates on information presented in the December 14 minutes. The first was, with respect to the Matching Funds for Compensation Incentives; the definition of larger counties has been changed to those Counties that receive \$3M or more. The second update informed the Commission that the January retreat for the Advisory Committee on Diversity is to be rescheduled at a later date.

V. Chairman's Report

Chairman Reiner reported that Governor Davis announced the desire to partner with the CCFC on a school readiness initiative during his state of the State address. A meeting is scheduled for February 13th with the new Secretary of Education, Kerry Mazzoni. Chairman Reiner noted that the March of Dimes Conference was underway and that he would be speaking at the conference. He also announced that the CCFC is conducting a retreat on January 22nd.

The 3rd CCFC State Conference will be held on February 8th and 9th in San Diego at the Holiday Inn. The conference will be called School Readiness for all Children, Working Partnerships. Five Commissioners from each county are invited to attend, however, there will be a waiting list for those counties that wish to have more than five commissioners participate. John McKnight and Sandra McBrayer will be presenting. Eunice Kennedy Shriver is no longer scheduled to present due to illness. The workshops to be conducted at the conference are on diversity, best practices, initiative system integration, and contract management. Chairman Reiner thanked the planning committee for its efforts.

Chairman Reiner reported that the Commission has a good working relationship with the California Children and Families Association.

Chairman Reiner reported that the agenda for the State Commission meetings as well as handouts are posted on the State Commission's website.

Chairman Reiner announced Commissioner Lacey's retirement and congratulated her on the 20 years of work on the Board of Supervisors in Ventura County.

Chairman Reiner offered thanks and praise to Margaret Fortune for her service to the State Commission. He added that Ms. Fortune is now the Director of the Northern California Teacher Recruitment Center.

Chairman Reiner presented Theresa Garcia as the newest ex-officio member of the State Commission.

VI. Pregnant Smoker's Cessation Program.

Emily Nahat presented this action item. This proposed 22-month demonstration project, Make Yours A Fresh Start Family, is a smoking cessation program specifically designed and targeted to pregnant smokers and smoking parents of young children (0-5) that uses evidence-based health care provider counseling sessions. In addition to direct patient services, this program is comprised of a health care provider training component and an independent evaluation. This will be in collaboration with the University of California, Office of the President and the American Cancer Society. The objectives of the project are: 1) to increase the number of practitioners trained to counsel and support parents targeted by the program, 2) to increase the availability throughout California of access to smoking treatment support for parents targeted by the program, and 3) to reduce the number of children from 0-5 living in environments in which they are exposed to tobacco smoke. Research shows that about 20% of pregnant woman continue to smoke during pregnancy. Only half of obstetricians routinely ask their patients about smoking and only 28% percent ask their patients to quit. The selection of the counties for the demonstration will be based on a number of criteria: 1) ACS support infrastructure of staff and volunteer resources; 2) sufficient population to enable adequate demonstration and testing; 3) population diversity with respect to ethnicity, culture and socio-economics; 4) urban/rural geographical diversity; and 5) program compatibility with county children and families commission priorities. It is estimated that 5 counties will participate in this demonstration project. The estimated cost of the project is \$600,000 for a period of 22 months. ACS is providing an in-kind match of \$325,000.

Chairman Reiner inquired about future fiscal responsibilities of the State Commission. Ms. Susanne Hildebrand- Zanki informed the Commission that if it wanted to carry the project statewide, an additional \$1.5M would be required for a two year span. ACS would not proportionately increase its in-kind staff involvement with the project.

Dr. Raymond Weisberg informed the Commission that the program involves many types of health care professionals, not just physicians.

Commissioner Vismara informed the Commission that Carol Lee with the California Medical Foundation might be a good contact. He encouraged the involvement of nursing associations with the project.

Dr. Weisberg informed the Commission that home health visitations would be a component of the project.

Commissioner Vismara emphasized the need, when selecting participating counties, to ensure that they are representative of the diversity and challenges faced throughout the state.

Commissioner Melia requested elaboration on the evaluation component of the project. Dr. Weisberg informed the Commission that the project intends to measure actual cessation rates. The program was piloted with 2000 women in primarily clinical settings for 2 years. The program was further refined to meet the agency on health care policy research criteria. The program was then further field tested in pediatricians' offices. Susanne Hildebrand-Zanki informed the Commission that direct monitoring of patients' health, as it relates to smoking cessation, is not the purpose of this study. Many studies already document the effects of smoking.

MOTION: Chairman Reiner moved, seconded by Commissioner Vismara to approve \$600,000 for the smoking cessation program.

Public Comment

Mickey Richie, State Department of Health Services, asked whether or not prior programs sponsored by the State Department of Health Services, as well as programs developed by WIC and others, have been reviewed as they relate to this project. Staff indicated that this review was part of the county selection process.

Commissioner Belshe commented in support of this and other projects that address the issue of smoking cessation.

Gloria Wyeth encouraged the Commission's involvement in the smoking cessation effort, but cautioned the Commission against duplicating county efforts towards this end.

VOTE: The item requesting \$600,000 for the smoking cessation program was unanimously approved.

VII. Travel Funds for Rural Counties.

Steve Barrow, Interim Staff, CCFA, presented this action item. The purpose of this item is to ensure the ability of all county commissions to attend all State Commission and California Children and Families Association meetings, and to take advantage of technical assistance meetings and statewide conferences regardless of revenue. The item requests \$295,425 for 26 counties for a period of 18 months. The counties will do their own accounting. Monies not used for this purpose will be returned to the State Commission.

Commissioner Melia offered support for this item.

Commissioner Belshe asked how many County Executive Directors attend the monthly meetings. Mr. Barrow informed the Commission that on average attendance ranges from 18 to 24. It is anticipated that attendance will increase with the passing of this item. Jane Henderson noted that 12 to 15 executive directors attend the State Commission meetings each month.

Commissioner Gutierrez spoke in support of this item based on the benefits derived from increased diversity in opinion.

MOTION: Commissioner Gutierrez moved, seconded by Commissioner Lacey to approve the item requesting \$295,425 for 26 counties for a period of 18 months for the purpose of travel/conference expenses.

Public Comment

Susan Berry, Lake County, asked for clarification on the use of the funds. Jane Henderson stated that it is up to the individual counties as to how the funds are to be used for travel.

VOTE: The item requesting \$295,425 for 26 counties for a period of 18 months for the purpose of travel/conference expenses was unanimously approved.

VIII. FY 2000/2001 Annual Report

Joe Munso presented this action item. Mr. Munso summarized the contents of the report and presented some ideas for the future. The report discusses activities at the state level, school readiness as an overarching vision, the state commission audit, general county activities, county reports. In terms of the future, the report will present results from some of the state-funded endeavors.

Chairman Reiner commented that many things that are currently underway are not reflected in the report. He noted that these things should be mentioned for public information purposes.

Commissioner Gutierrez suggested cataloging county work with photographs for the website.

Commissioner Melia suggested that all counties report the allocation of funding in terms of percentages in order to make comparisons between counties.

Jane Henderson recommended that more current activities be presented in the transmittal letter.

Commissioner Hill-Scott suggested allocating funds to the creation of the report in order to continually compile the report and keeping it current.

Commissioner Vismara asked if there would be an executive summary. Mr. Munso informed the Commission that there would not. Commissioner Vismara then suggested the development of a formal line of communication with the Legislature to keep them informed of the Commission's activities. Christina Parham reported that staff is currently developing a newsletter.

Commissioner Gutierrez thanked the staff for all of their efforts over the last two years.

MOTION: Chairman Reiner moved, seconded by Commissioner Gutierrez to approve the annual report contingent upon the inclusion of highlights of more recent Commission projects.

VOTE: The motion to approve the annual report was unanimously approved.

IX. Meeting Calendar 2001 – Proposed Location Schedule

Joe Munso presented this discussion item. A proposed calendar for 2001 was distributed. The calendar is open to change those meeting dates listed for Sacramento.

Chairman Reiner noted that county commissions' feedback suggests that Sacramento is the most convenient

location for State Commission meeting.

Commissioner Gutierrez suggested that at least one meeting be scheduled to be held in Los Angeles.

Chairman Reiner suggested that the Los Angeles meeting coincide with the unveiling of the Kit for New Parents Program in order to increase media coverage and facilitate participation of some of the celebrities involved in the production of the videos.

Joe Munso recommended adopting the current calendar with the option to revise it later.

Commissioner Belshe spoke in support of the Sacramento schedule. She pointed out that it is a constructive schedule in light of 1) the Governor's initiative on school readiness and the work the Commission will be doing in that context; 2) front loading in Sacramento leading to a May revision; and 3) the lack of understanding of the Commission's work in the Legislature.

Commissioner Melia suggested continuing the distribution of meetings. He suggested that at least half of the meetings be distributed. Chair Reiner reminded the Commission that this schedule is, in part, responsive to the requests of the county commissions.

Commissioner Vismara asked if the Sacramento meeting site had been selected. Mr. Munso informed the Commission that it had not yet been selected.

Jane Henderson stated that staff will bring a revised calendar back before the Commission.

X. Advisory Committee on Diversity

Commissioner Gutierrez presented this discussion item. The Diversity Committee consists of 23 experts who have life long commitments to children with disabilities and ethnic and cultural communities. The committee has helped the State Commission shape RFPs. The committee is only four months old and has already been involved in nine of the State Commission's projects. The committee aims to develop tenets that will guide the Commission and its contractors in its work. The retreat that is to be rescheduled will be devoted to the development of these tenets. The goal of the tenets will be to integrate the work of the committee into each of the decisions made by the State Commission. The committee also plans to reevaluate the guidelines to make them more action oriented. The committee is looking forward to participating in the school readiness initiative.

Commissioner Gutierrez thanked Commissioner Vismara, Emily Nahat, Gwen Atkins and Barbara Marquez for their involvement with the committee.

Commissioner Gutierrez recognized the vision of Margaret Fortune that led to the development of the Diversity Committee.

The choice of co-chair for the committee will be brought before the State Commission next month.

Commissioner Gutierrez encouraged everyone attending the conference in San Diego to attend the Diversity Committee's workshop.

Commissioner Vismara offered thanks to those involved with the Diversity Committee. He noted that there is a contract being initiated with Sonoma State that will provide a report on issues related to children with disabilities and special needs.

Emily Nahat stated that if a more in-depth report were to be contracted in the future, then staff would present that proposal to the Commission at that time.

XI. Orange County Children and Families Commission Presentation featuring “Developmental Screenings for Autism”

Dr. Pauline A. Filipek, MD, University of California, presented this item.

Please refer to presentation handouts.

XII. Update on Activities for the Development of the Master Plan for Education, School Readiness Component.

Judy Stucki presented this discussion item. At the October 2000 Commission meeting, the Commission took action on a request from the Legislative Joint Committee to develop a Master Plan for Education – K through University (Joint Committee) to provide leadership for a school readiness work group. The Commission approved an initial amount of \$300,000 to engage a principal consultant and pursue the process of filling the Joint Committee’s request. Staff indicated in October that an additional request would be forthcoming to fund a research agenda and, perhaps, a meeting planner.

Commissioner Belshe asked how the Commission’s roles and responsibility are playing out vis-a-vis the Joint Committee. The Joint Committee has assured staff that they do want ownership, but they want the Commission’s expertise. Staff will also be working closely with the Committee via regular consultant meetings. Commissioner Belshe asked how the workgroup on school readiness relates to the task force on school readiness. Jane Henderson informed the Commission that this topic will be discussed at the retreat.

Jane Henderson emphasized the importance of discussing the research agenda. She is not sure about when the action item will be presented. Ms. Henderson mentioned several aspects of the research agenda to be discussed, including, the household survey, fiscal structure report and other states’ definitions of readiness and assessment practices.

Elias Lopez briefly discussed several aspects of the research agenda as it relates to the Master Plan.

Commissioner Vismara asked for more information on the demographic data to be collected. Elias Lopez informed the Commission that some information will be collected from the Census Bureau and some from the American Community Survey. The information that is missing is the need of the children. The exact approach has not yet been determined. Ms. Henderson informed the Commission that many of the questions surrounding the database will be addressed at the retreat.

Elias Lopez introduced Oshi Ruelas as the newest member of the Commission Staff. Ms. Ruelas is from the Department of Social Services in the child care research unit.

XIII. Executive Director's Report.

Jane Henderson provided a brief update on the Kit for New Parents project. Some of the distribution partners were not ready to distribute the kits when the pilot program was launched. Kit storage also proved

to be very difficult. Field research is still collecting data. A full report will be presented to the Commission. It is likely that there will be more than one distribution method employed.

Commissioner Belshe asked how the project is affecting the parents that receive the kits. Nicole Kasabian informed the Commission that staff has received very positive feedback from families that have used the kit. The providers have also given feedback on the kit. Families are being asked if they used the kit, if they found the information contained in the kit useful, and did they receive advice on kit usage when they received the kit.

Commissioner Gutierrez asked how the guide for kit usage was being received. Ms. Kasabian informed the Commission that individual components of the kit are not being evaluated directly. She does expect some anecdotal information on that topic. Ms. Henderson informed the Commission that the guide had already been very successfully tested in the past.

Staff is working on developing the different options for the inclusion specialist program. Staff will be taking the concept paper and some of the options being developed to the Advisory Committee on Diversity for their input. The options will also be presented to many of the county commissions before being submitted to the State Commission. It is likely that the options will be presented to the Commission in March. Staff has been discussing with the county executive directors, ways to get broader input. Further discussion on this topic is planned for the retreat.

Staff is continuing to recruit staff members for the research program. Ms. Henderson presented some of the difficulties staff is facing in the hiring process.

Ms. Henderson congratulated the executive directors who voted on their permanent slate of officers. Dorinda Ohnstad is President, Steve Ladd is the Treasury Secretary, Jean Solis is the Chair of the Rural Caucus, Paul Crissey is Chair of the Suburban Caucus, Brenda Blasingame is Chair of the Urban Caucus, Mike Ruane is Chair of the Advocacy and Policy Subcommittee, Pat Wheeler is the Chair of the Evaluation Subcommittee, Mark Friedman is the Chair of the Media Subcommittee and Gloria Bryngelson is the Chair of the Technical Assistance Subcommittee.

XIV. County Commissioner Executive Directors' Report

Dorinda Ohnstad, California Children and Families Association, informed the Commission of some of the changes to the Association's bylaws. The Association has assumed responsibility for local technical assistance to the county commissions through a contract with CCHI, which established the County Resource and Assistance Center. Ms. Ohnstad acknowledged the work of the interim staff. She particularly recognized the efforts of Gloria Bryngelson.

Gloria Bryngelson and Steve Barrow described the technical assistance structure. An outline follows.

Overview of TA Services Presentation

- Technical Assistance Needs Assessment
- TA Roles Defined
- Linkage and Communication
- Funding Update
- County TA Center Reporting

Technical Assistance Needs Assessment

- Facilitated Information Gathering
 - State Commission
 - CCAFA Executive Team/TA Sub-Committee

- California Center for Health Improvement (CCHI)
- Next Steps
 - Continuous Improvement
 - TA Assistance Directory

TA Roles Defined

- State Commission
 - Overarching statewide and state level policy development
 - Overall evaluation
 - Proposition 10 structure
 - General local efforts
 - Tools
 - Communications/Media
 - Diversity
 - Fiscal Resources
 - Effective Practices
- Association
 - Individualized direct technical assistance
 - Program/grantee/local contractor performance compliance
 - Governance and organizational development support
 - Grant program-structure support

Linkages and Communication

- State Commission Representation – CCAFA Meetings
- Association Update – State Commission Meetings
- State Commission Staff Participation – Association’s Standing Subcommittee Meetings
 - Technical Assistance Subcommittee, Media Subcommittee, Evaluation Subcommittee, Legislation and Advocacy Subcommittee
- Monthly Meetings
 - State Commission Representative and Staff
 - Association Executive Committee
- Staff to Staff Meetings

Funding Update

- David and Lucile Packard Foundation Grant
- The California Endowment Proposal

County TA Center Reporting

- Monthly Reports
- Quarterly Reports
 - Overall Review of Technical Assistance Program
- Six Month Reports
 - Contract Compliance
 - Budgeting Review

Ms. Ohnstad congratulated Chairman Reiner on his appointment to the Governor’s task force on school readiness.

The Association is planning a retreat in April or May of 2001, the primary purpose of which will be to build on the State Commission’s retreat.

Commissioner Vismara asked for elaboration on the concept of regionalization of technical assistance. He also asked whether or not there is time or resources for feedback on how the efficacy of the technical assistance. Mr. Barrow informed the Commission that the TA center would compile technical issues presented by individual counties and try to group those counties with common issues.

Commissioner Gutierrez asked if all of the county commissions had the same logo and byline. Ms. Ohnstad informed the Commission that there is not a common logo and byline at this point.

Commissioner Hill-Scott emphasized the importance of a common brand. It was clarified that the handout entitled "Technical Assistance Responsibilities for CCFC and ACCCFE/CCHI" has no row 15.

Public Comment

Pearl Carpenter, Department Head for Resource and Referral for the YMCA Childcare Resource of San Diego, stated that her agency receives 35,000 requests for childcare providers per year. There are 5,000 providers in the databank. The feedback that Ms. Carpenter's department is receiving from the public is that there is not adequate assistance. Ms. Carpenter emphasized the need for Inclusion Specialists at R and R's.

Donita Stromgren, California Childcare Resource and Referral Network, suggested that the State Commission urge the county commissions to dialogue with the R and R's. She suggested that the feedback provided to the State Commission from the county commissions include the results of those dialogues.

XV. Communication Director's Report.

This discussion item was presented by Roy Behr, Dan Durazo, Elizabeth Reil, and Bill Imada. An outline of the presentation follows:

Team GILD

Team GILD Partners

- GMMB&A
- Imada Wong Communications Group
- Lagrant Communications
- Durazo Communications

Team GILD Credentials

- Depth of experience with the relevant issues
- Strong relationships with key stakeholders
- A team of partners that matches the state's diverse population
- Deep grounding in science and research, plus ability to communicate to lay populations
- Knowledge of state's different regions
- Commitment to using public education campaigns to bring about behavioral change

Depth of Experience with the Relevant Issues

- Children's Health and Development
 - California Children and Families Commission; L.A. County Maternal and Child Health; Robert Wood Johnson *Covering Kids* Campaign; SAFE KIDS Campaign; Kaiser Permanente *Cares for*

Kids

- Anti-Tobacco Education
 - CA Dept. of Health Services Tobacco Control Section; American Legacy Foundation; L.A. County Dept. of Health Services; American Cancer Society; Campaign for Tobacco-Free Kids

Strong Relationships with Key Stakeholders

- American Cancer Society
- Carnegie Foundation
- American Academy of Pediatrics
- Children Now
- Children's Partnership
- Families and Work Institute
- Dr. Bruce Perry
- Dr. T. Berry Brazelton

A Team that Matches California's Diversity

- California is a melting pot, not separate ethnic populations
- We're a team of partners, not prime contractor with subcontractors
- All agencies will be involved in all elements, within a structure that ensures accountability and efficiency
- The result: one universal campaign that uses different strategies to reach different populations, instead of multiple, disconnected campaigns

An Understanding of the State's Regions

- We've worked on countless public education efforts in California
 - Statewide
 - County-level
 - Urban
 - Rural
- We know how to build campaigns that meet local needs

Getting Results

- Success must be measured in terms of behavior
- Changing awareness or attitudes is not enough

Key Research Findings Underlying Team GILD's Strategic Plan

- Change behavior through the creative use of research
- Using Research to Create the Strategy
 - The campaign should be grounded in two types of research:
 - Scientific
 - Public opinion (before, during and after campaign)
 - Our research revealed 7 key findings that guide proposed strategies
- There is Growing Awareness of Importance of Early Years
 - Women are more aware than men

- 66% of women are aware that most brain development occurs during first three years vs. 50% of men (source: Civic Engagement Project Survey)
 - Parents are more aware than grandparents (source: Zero to Three survey)
- Physical Threats a Bigger Concern than Development
 - Greatest worry:
 - Safety 22%
 - Violence/Crime 14%
 - Education 13%
 - Drugs 12%
 - Health 5%
 - Child Care 1%
 - (source: Parents Magazine: I Am Your Child survey)
- Many Parents Aware of Importance of Reading, Talking
 - 80% say reading to children, even when too young to understand is “very effective”
 - Hispanic men: 73%
 - Hispanic women: 76%
 - White men: 76%
 - White women: 90%
 - Parents: 87%
 - Other relatives: 67%
 - (source: Team GILD survey)
- More Education Needed about Child Care and Development
 - 70% say high quality child care is “very effective” in brain development
 - Hispanic men: 65%; Hispanic women: 64%
 - Hispanics with HS education or less: 53%
 - White men: 74%; White women: 77%
 - (source: Team GILD survey)
 - “High quality” child care means different things to different people
- Top Anti-Smoking Targets: Men, Less Educated

- 79% say ensuring pregnant mother is not exposed to cigarette smoke is “very effective” in brain development
 - Men: 72%
 - Women: 84%
 - White, under \$40,000 income: 72%
 - 24% of less educated white women reported smoking while pregnant
 - (source: Team GILD survey)
- Tone Matters
 - People respond to empowerment, not guilt
 - Explaining cause-and-effect helps people understand
 - Especially true of anti-smoking messages
 - American Legacy Foundation, Arizona research found messages like “you’re hurting your baby” alienate target populations
 - Matter-of-fact presentation of negative consequences, or first-person stories can be effective

Your Choices Shape Their Chances – The Team GILD Plan

- Overarching Objective
 - To use advertising linked with County Commission services to encourage target audiences to take specific steps that will improve the development of your children in their care
- The Environment: So Much Advice, So Little Time
 - People are bombarded with messages – public education and commercial
 - Pregnant mothers get more advice than they know what to do with
 - Much of the advice is seen as not practical, too much trouble, or too expensive
- Where Does the Public Education Campaign Fit?
 - Other anti-tobacco campaigns are underway; we must coordinate with them to avoid duplication
 - County Commission activities are key to bringing about behavior change; we must mirror their priorities and direct audiences to their services
 - Achieving the Commission's long-term goals requires support from the Governor, Legislature and others – we must educate them
- The Approach
 - Use research driven messages
 - Empower, not stigmatize
 - Offer specific direction
 - Provide cause and effect link
 - Use credible messengers
 - Limit number of subjects
 - Offer tangible help by linking to County Commission services
 - Target specific audiences
 - Use effective, appropriate media placement
 - Conduct regular evaluation
- Target Audiences
 - Parents, expectant parents (including smokers)
 - Ethnic populations
 - 48% of new babies in California are Hispanic
 - 34% are white
 - 11% are Asian Pacific Islander
 - 7% percent are African American
 - Relatives who care for kids
 - Paid child care providers
 - Policymakers, opinion leaders, community leaders, doctors
- The Importance of an Integrated Campaign
 - An integrated campaign:
 - Uses common theme across subjects
 - Uses similar concepts/images across media and languages
 - Advantages
 - More effective way to cut through clutter
 - Reinforces messages through repetition, consistency
 - Delivers both general principles and specific information
- A Possible Slogan
 - “Your Choices Shape Their Chances”
 - Encompasses all specific issues, including tobacco
 - Communicates empowerment, cause and effect
 - Communicates a guiding principle
 - Needs testing, but people seem to understand its meaning

Creative

- Example of an Integrated Campaign
 - TV, radio, outdoor, print mutually reinforcing
 - Consistent messages delivered across different ethnic markets
 - Same overall tone, look, broad guiding principle
- “More Than”
 - Format: Radio
 - Language: English
 - Target Audience: African American Parents, Caregivers
 - Strategic Elements
 - Covers several specific subjects, one general point
 - Reference to doctors gives credibility
 - Offers specific advice Explains cause and effect
 - Empowerment message
 - Directs people to toll-free number
- “Learning”
 - Format: Bus Interior
 - Language: Chinese
 - Target Audience: Chinese parents, caregivers
 - Strategic Elements:
 - Reinforces television
 - Explains that learning isn’t limited to classroom
 - Directs people to toll-free number
- “Your Husband”
 - Format: Billboard
 - Language: Cambodian
 - Target Audience: expectant parents who smoke, especially fathers
 - Strategic Elements:
 - Reinforces television
 - Explains effect of secondhand smoke
 - Doesn’t rely on guilt
 - Directs people to toll-free number
- “Tomorrow”
 - Format: TV
 - Language: English
 - Target Audience: parents, caregivers, childcare providers
 - Strategic Elements:
 - Focuses on child care, but reinforces broader theme
 - References diverse child care arrangements
 - Ethnic diversity
 - Doctor give credibility
 - Offers specific advice
 - Explains cause and effect
 - Directs people to toll-free number
- “She’s a Teacher”
 - Format: Transit interior
 - Language: English
 - Target Audience: African American parents, caregivers
 - Strategic Elements
 - Reinforces television, radio ads

- Communicate message that child care should be more than warehousing
- Connects people to specific County Commission program
- Explains cause and effect

Additional Creative Samples

- Topics
 - Anti-smoking
 - Brain Development
 - Child Care
- “Almost”
 - Format: TV
 - Language: English
 - Target Audience: mothers who smoke
 - Strategic Elements:
 - Delivers cause and effect message
 - Hard-edged, but sympathetic and empowering
 - No guilt message
 - Delivers messages about range of prenatal issues
 - Racial diversity
 - Directs people to toll-free number
- “Tell Her”
 - Format: Print
 - Language: English
 - Target Audience: OB/GYNs
 - Strategic Elements
 - Aims to encourage intervention by doctors
 - Research shows room for improvement by doctors
 - Produces parental behavior change by having credible messenger intervene
 - Respectful tone, refers doctors to respected source
- “Right Now”
 - Format: Bus Shelter
 - Language: English, Spanish
 - Target Audience: new parents, caregivers
 - Strategic Elements
 - Delivers message about importance of reading, specific behavioral advice
 - Regionalized approach plays on local pride
 - Empowers parents to help kids achieve critical educational goal
 - Preferred location: near appropriate schools
 - Directs people to toll-free number
- “Grandma”
 - Format: TV
 - Language: Spanish
 - Target Audience: relatives who care for children
 - Strategic Elements:
 - Portrayal of common child care arrangement in Latino community has resonance
 - Uses reference to teacher for credibility
 - Provides specific suggestions for behavior change
 - Delivers cause and effect message
 - Directs people to toll-free number

- “Wanted”
 - Format: Print
 - Language: English
 - Target Audience: Parents, child care providers in Alameda County
 - Strategic Elements
 - Designed to support existing County Commission program
 - Aimed at education people about quality child care AND validating importance of child care workers
 - Reference to doctor enhances credibility
 - Directs people to local number

Summary of Plan

- Must be grounded in research
- Based on understanding that people face competing demands, messages
- A focus on changing behavior
- Reflect mandates of Proposition 10, priorities of County Commissions
- Build an integrated campaign that crosses subjects, media, ethnicities
- Use credible messengers
- Use messages that deliver specific action steps, cause and effect
- Use messages that empower, not produce guilt
- Direct people to toll-free numbers, County Commission services
- Media planning and placement that reaches CA diverse populations
- Subject to regular evaluation

Commissioner Vismara asked if health care providers would be provided with collateral material that they could give their patients. Mr. Behr informed the Commission that the feasibility of that concept would require consultation. A brief discussion on this topic followed.

Commissioner Vismara asked if any of the ads allow for the incorporation of a smoke-free environment. Mr. Behr informed the Commission that there is room for several other messages. The RFP focuses on the prenatal condition.

Commissioner Gutierrez posed the question of whether or not doctors are still the most credible messengers. She expressed concern over the level of awareness of the importance of the first three years in a child’s development. Commissioner Gutierrez emphasized the importance of stressing school readiness in the campaign.

Commissioner Hill-Scott noted that child development training for physicians is limited outside of disease processes. She suggested including others as credible messengers. Commissioner Hill-Scott emphasized the importance of branding.

Commissioner Melia expressed concerns about the slogan not emphasizing the children. He suggested messages that sensitize the community to the concept of raising cigarette prices as it relates to smoking cessation. Commissioner Melia emphasized the importance of targeting adolescents prior to pregnancy as role models for siblings.

Commissioner Belshe recognized the difficulty in developing messages that get the attention of target audiences. She emphasized the importance for a call to action in the ads, but cautioned that one must be

ready to respond. Commissioner Hill-Scott suggested considering calls to action other than calling the 800 number.

Jane Henderson stated that this is a three year contract that can be built upon in the future.

Chairman Reiner emphasized the need for coordination of all aspects of the media campaign.

XVI. Update on Safe From the Start Symposium and Regional Forums.

-Cancelled

XVII. Update on Early Steps to Reading Success (ESRS) Initiative.

Gretchen Laue, Director, University of California Professional Development Institutes in Reading and Language Arts presented this discussion item. Ms. Laue reported that Governor Davis praised the Professional Development Institute as being the most ambitious and most effective teacher training initiative ever launched in America. They also said that the Institute has produced some of the best-trained and most highly motivated teachers in America. Ms. Laue reported that nearly 1000 early childhood educators have been able to participate last summer thanks to support from the Governor's Office of the Secretary of Education and the CCFC. Another 4000 teachers are beginning their participation this month as part of an online distance learning course called Heads Up Reading. This has been possible because of a very real and very strong partnership represented here today between the University of California, the California Association for the Education of Young Children and the CCFC. By bringing our best resources together, focused on school readiness, we are bridging one of the most important learning gaps that exists, the gaps between early childhood in our public schools and the gap between parents and communities and our educational resources. Betsy Hiteshew, the Project Director for the UC and Pat Phipps described the program so far.

Betsy Hiteshew, Project Director, Early Steps to Reading Success, thanked the Commission for its involvement with this project. Early Steps to Reading Success is a comprehensive program of professional development for early childhood educators. It is designed to provide educators with the knowledge and skills they need to foster early literacy in children 0-5. The term early literacy does not mean the introduction of children to formal reading instruction at age 3. It refers to activities appropriate to the child's age and developmental level, which are integrated into a rich and varied program of early childhood education. There are two important ways in which Early Steps reading success is seeking to strengthen the teaching of early literacy in early childhood settings. The first component provides funds from the State budget for 2,000 pre-kindergarten teachers and publicly funding programs to participate in the institutes. Over the course of the year, pre-kindergarten teachers serving children at greatest risk of school failure received comprehensive introduction to the latest research in early literacy along with opportunities to translate research into practice with the support and assistance of experienced early childhood educators. Each participating teacher commits to 120 hours of intensive professional development working as members of a site based team to develop and implement a curriculum that provides a strong foundation for children's school success. The content of the institute training is research based and is aligned with the new State Department of Education Pre-kindergarten Learning and Development Guidelines. Each teacher who completes 120 hours of training receives a stipend from the state budget of \$1,000 in recognition for the work that they have done over and above their commitment to their regular duties. The University of California and the California Reading and Literature project have been the leaders in organizing and administrating this part of the project. To date the project has almost 1,000 educators completing half of their work and another 1,100 who will begin it this month and in the months to come. Most of the participants will also take the distance learning course. A strong emphasis on the needs of second language

learners and on the importance of honoring and maintaining children's home language is woven throughout the training. Pre-kindergarten materials have been translated into Spanish and pre-kindergarten involvement in Spanish language institutes is planned for the coming year. All pre-kindergarten participants can get ongoing assessments of the children and their classes for the purpose of informing and strengthening their practice. The data will be used on a longitudinal basis to evaluate the effectiveness of the institutes and help the teachers continually improve their work. The other component of ESRS is Heads Up Reading, a distance learning course funded primarily by the CCFC.

Pat Phipps presented the HeadsUp! Reading component of this project. An outline of this presentation follows.

HeadsUp! Reading – A new distance learning college course for the early childhood community

- Early Steps to Reading Success Major Components
 - Reading Professional Development Institutes
 - HeadsUp! Reading
 - Early Literacy Workshops for Parents
 - Children's Books and Instructional Material for Participants' classrooms
 - Children's books for parents
 - Stipends, Scholarships, and Substitute Pay for Participants
- Partners
 - National
 - National Head Start Association
 - Council for Professional Recognition
 - RISE Learning Solutions
 - California
 - California Children and Families Commission
 - Office of the Secretary of Education
 - University of California Professional Development Institutes
 - California Association for the Education of Young Children
- The Facts
 - 44-hour credit bearing course
 - 22 sessions – 2 hours each
 - Delivered to 500 California locations via direct broadcast satellite
 - Based on latest research
 - Designed by a national faculty team
 - Trained on-site facilitators
 - Best practices in action
 - Interactive website
 - Specifics of reading and writing development from birth through age 5 and beyond
 - How reading and writing can be enhanced through the many cumulative experiences and interactions with adults and more competent peers beginning at birth
 - How to create better learning environments, curricula, and teaching strategies
 - Specific, new ways to use five gateways to literacy
 - Talking
 - Playing
 - Reading
 - Writing

- Learning the code
 - How to be intentional about setting both group and individualized goals for children's learning, and using progress monitoring
- Research Basis for Course Content
 - National Academy of Sciences (National Research Council)
 - Preventing Reading Difficulties in Young Children
 - Starting Out Right: A Guide to Promoting Children's Reading Success
 - Developmentally Appropriate Practices: Learning to Read and Write
- Credits Available Through the Course
 - Community Colleges
 - 4-year colleges and universities
 - 44 clock hours to acquire or renew the California Child Development Permit
 - UCLS Extension
 - 4.5 CEU's to attain or renew the CDA credential
- Course Schedule
 - Winter Quarter
 - January 10 - February 28, 2001
 - Spring Quarter
 - March 28 – May 9, 2001
 - Summer Quarter
 - May 16 – June 27, 2001
 - Wednesdays: 4:00 – 6:00 PM
- Status Update
 - 209 satellite sites began the course on January 10, 2001
 - Rural and urban locations
 - 44 community colleges
 - Collaborated with CCCSAT (26 sites)
 - 75 sites reporting over 1,400 participants
 - 345 facilitators trained
 - Sacramento, Los Angeles, Fresno
 - ESRS website operational
 - Low-performing schools listed
 - 40,000 recruitment brochures designed and distributed
- Future Program Enhancements
 - Simultaneous broadcast in Spanish
 - All training materials translated in Spanish
 - Increased strategies for parent involvement
 - Development of appropriate tools for assessing children's progress

XVIII. Adjournment

Chairman Reiner informed the Commission that the State Commission Retreat will be held Jan. 22nd in Sacramento, the Statewide Conference of County Commissioners will be held February 8th-9th in San Diego, the Diversity Committee will meet on February 7th in San Diego. Next month's Commission meeting will be held on February 15th in Sacramento. It will be held in conjunction with the Child Development Policy Advisory Committee at the Radison Hotel.

Commissioner Hill-Scott suggested that some of the ideas presented in the last item be considered as action steps in the media campaign.

There being no further business, upon motion by Chairman Reiner, seconded by Commissioner Hill-Scott,

the meeting adjourned at 3:05 PM.